

# Ask your doctor if LATISSE® is right for you

LATISSE® is available by prescription only. To find a doctor near you who is familiar with LATISSE®, use *Find a Doctor* at [Latisse.com](http://Latisse.com) or call 1-800-433-8871 for more information.

LATISSE® solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

## Important Safety Information

If you are using prescription products for lowering eye pressure or have a history of eye pressure problems, only use LATISSE® under close doctor supervision.

LATISSE® may cause eyelid skin darkening which may be reversible, and there is a potential for increased brown iris pigmentation which is likely to be permanent.

There is a potential for hair growth to occur in areas where LATISSE® solution comes in repeated contact with skin surfaces.

If you develop or experience any eye problems or have eye surgery, consult your doctor immediately about continued use of LATISSE®.

The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness.

**Full prescribing information has been provided to your doctor.**

## Join LATISSE® *LashPerks*

The rewards program that keeps on giving. LATISSE® *LashPerks* gives you the latest news and special offers.

Proud Sponsor

MAKE-A-WISH®

Latisse®  
(bimatoprost ophthalmic solution) 0.03%

1. LATISSE® Prescribing Information.



©2009 Allergan, Inc., Irvine, CA 92612. ® and ™ marks owned by Allergan, Inc. Make-A-Wish and the Make-A-Wish logo are registered trademarks of the Make-A-Wish Foundation of America. [www.latisse.com](http://www.latisse.com) APC29R09 903079

Not  
enough  
lashes?  
**GROW**  
them!

LONGER  
FULLER  
DARKER

LATISSE — the first and only FDA-approved prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

Latisse®  
(bimatoprost ophthalmic solution) 0.03%

Ask your doctor if LATISSE® is right for you.  
**Please see Important Safety Information on the inside.**

## An innovation in lashes

### What is LATISSE®?

LATISSE® solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker.<sup>1</sup>

Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

### How does it work?

LATISSE® is believed to prolong the anagen phase (active growth phase). The exact way it works is unknown.<sup>1</sup>

### How soon will I see results?

The onset of effect with LATISSE® solution is gradual. In the clinical trial, the majority of LATISSE® users saw significant improvement by 2 months.<sup>1</sup>

### How is LATISSE® different from other products?

Only LATISSE® has been approved by the FDA as a prescription treatment for hypotrichosis used to grow eyelashes.

### Important Safety Information

If you are using prescription products for lowering eye pressure or have a history of eye pressure problems, only use LATISSE® under close doctor supervision.

LATISSE® may cause eyelid skin darkening which may be reversible, and there is a potential for increased brown iris pigmentation which is likely to be permanent.

## Real growth. Real results.

Unretouched photos of LATISSE® users at week 0 and week 16.



The onset of effect with LATISSE® solution is gradual. In the clinical trial, the majority of LATISSE® users saw significant improvement by 2 months.<sup>1</sup> Individual results may vary.

If you stop using LATISSE®, your eyelashes are expected to return to their previous appearance over several weeks to months.<sup>1</sup>

Please see **additional  
Important Safety  
Information on the  
back cover.**

**Latisse®**  
(bimatoprost ophthalmic solution) 0.03%

# Ask your doctor today about LATISSE®

## Can anyone use LATISSE®?

You should not use LATISSE® solution if you are allergic to one of its ingredients. Also, tell your doctor or eye care specialist if any of the following apply to you:

- **Previously diagnosed with eye pressure problems:** People with a history of eye pressure problems (specifically, elevated intraocular pressure) should speak to an eye care specialist before starting LATISSE®
- **Currently taking medication for eye pressure problems:** People taking medications to lower their intraocular pressure (IOP) should be closely monitored while using LATISSE® solution
- **Have risk factors for glaucoma:** People with risk factors for an eye condition called glaucoma, including a family history of glaucoma, should speak to an eye care specialist before starting LATISSE®



# What are the possible side effects with LATISSE®?

The most common side effects after using LATISSE® are eye itching or eye redness. These were reported by about 4% of patients in the clinical trials.<sup>1</sup> LATISSE® solution may cause other less common side effects, which typically occur on the skin close to where LATISSE® is applied, or in the eyes. These include skin darkening, eye irritation, dryness, or redness of the eyelids.<sup>1</sup>

If you develop a new eye condition (eg, eye trauma), experience a sudden decrease in vision, have eye surgery, or develop any reactions, particularly an infected eyelid reaction, you should immediately talk to your doctor about whether or not to continue using LATISSE® solution.

**Please see Important  
Safety Information on  
the back cover.**

**Latisse®**  
(bimatoprost ophthalmic solution) 0.03%

# How do I use LATISSE®?

1. Once nightly, start by ensuring your face is clean, makeup and contact lenses are removed.
2. Remove an applicator from its tray. Then, holding the sterile applicator horizontally, place one drop of LATISSE® solution on the area of the applicator closest to the tip but not on the tip.
3. Then immediately draw the applicator carefully across the skin of the upper eyelid margin at the base of the eyelashes (where the eyelashes meet the skin) going from the inner part of your lash line to the outer part.
4. Blot any excess solution beyond the eyelid margin.
5. Dispose of the applicator after one use. Repeat for the opposite upper eyelid margin using a new sterile applicator. This helps minimize any potential for contamination from one eyelid to another.



**DO NOT APPLY** in your eye or to the lower lid because excess hair growth outside the treatment area may occur. **ONLY** use the sterile applicators supplied with LATISSE® to apply the product. If any LATISSE® solution gets into the eye proper, it is not expected to cause harm. The eye should not be rinsed. Additional applications of LATISSE® will not increase the growth of eyelashes.

Don't allow the tip of the bottle or applicator to contact surrounding structures, fingers, or any other unintended surface in order to avoid contamination by common bacteria known to cause infections.

It is possible for hair growth to occur in other areas of your skin that LATISSE® frequently touches. Any excess solution outside the upper eyelid margin should be blotted with a tissue or other absorbent material to reduce the chance of this from happening. It is also possible for a difference in eyelash length, thickness, fullness, pigmentation, number of eyelash hairs, and/or direction of eyelash growth to occur between eyes. These differences, should they occur, will usually go away if you stop using LATISSE®.

## Should I remove my contact lenses first?

As a precaution, it's recommended that you remove your contact lenses because they can absorb an ingredient in LATISSE® solution. You can put them back in 15 minutes after application.

## What if I forget to apply LATISSE®?

If you miss a dose, don't try to "catch up." Just apply LATISSE® the next evening. Make LATISSE® solution part of your evening routine, like brushing your teeth or removing your makeup. Using LATISSE® more than once a day will not increase the growth of eyelashes more than daily use.

## What should I do if LATISSE® gets in my eye?

It is not expected to cause harm. Don't rinse your eye.

## What if I stop using LATISSE®?

Your lashes are expected to return to their previous appearance over several weeks to months.<sup>1</sup>

## Can I continue to wear mascara while using LATISSE®?

Yes, you can use mascara in addition to LATISSE® solution.

## Can I use cotton swabs or other cosmetic brushes to apply LATISSE®?

No, LATISSE® should only be used with its FDA-approved sterile applicators, designed to help patients properly apply the product.

**Please see Important  
Safety Information on  
the back cover.**

**Latisse®**  
(bimatoprost ophthalmic solution) 0.03%